

AMENDMENT TO DRAWINGS

Cancel Figures 7 and 8.

REMARKS

Claim 1 – the “apparatus” claim was rejected under 35 USC §103 as “anticipated” by the Zegarra reference. This reference discloses a cloth sleeve which is shaped and dimensioned to receive, enclose and be supported by a standard-size box of breakfast cereal. The sleeve has transparent pockets on all four sides, which accommodate “study materials,” pens and pencils, etc., taking advantage of the fact that persons seated at a breakfast table, “whether by habit or compulsion”, typically read anything printed upon a cereal box.

Thus, as distinguished from Zegarra, in which the user observes the contents of the window “by habit or compulsion” at only one time during the day (at breakfast), the user of Applicant’s article observes the contents of the window at multiple times during the day and by reason of using the article itself, observes the contents of the window by reflex rather than “habit or compulsion”.

THE AMENDMENTS

The Claims have been extensively amended to clarify that the personal use article is “normally portable” and that the user has occasion to observe the article “at multiple times during the user’s normal activities”. These limitations are not “new matter”. For example, see the Specification at page 4. Moreover, the Specification and Drawings are amended to delete reference to articles such as picture frames, decorative boxes, wall hangings and the like, which

are not carried by the user (such as cloth covered cereal boxes).

ARGUMENT

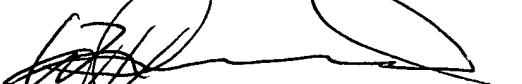
The Zegarra reference simply does not disclose or suggest the very essence of Applicant's invention, i.e., that normal use of a portable article will inherently cause the user to be exposed to the intended message repetitively and without the intention to "study" the message.

CONCLUSION

In view of the foregoing amendment and remarks, it is respectfully urged that the amended application is now in condition for allowance. Such action is earnestly solicited.

Respectfully submitted,

DRUMMOND & DUCKWORTH



William H. Drummond
Registration No. 20,590
Attorneys for Applicant